

## Evaluating the Evidence on Knowledge Brokers (2003-2006)

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### Project Overview - October 2004

This project, funded by The Canadian Institutes of Health Research, is being conducted by Dr. Maureen Dobbins, Assistant Professor, McMaster University. To promote an ongoing environment of collaboration between the research community and the decision-making and practice setting, this study is being conducted from the City of Hamilton Social and Public Health Services Department, Public Health Research, Education and Development.

This randomized controlled trial will address two significant issues labeled as major priority areas within the Canadian health system: 1) the identification of knowledge translation (KT) strategies that facilitate the adoption and implementation of effective policies/programs/interventions at the local and regional public health decision-making levels across Canada; and 2) the promotion of physical activity and healthy body weight among children.

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### Objectives:

- The overall objective of this study is to test and refine a knowledge translation (KT) strategy for enhancing the adoption and implementation of evidence derived from systematic reviews in the development of public health, health promotion and population health policies and programs. The KT strategy, developed in consultation with public health and health promotion decision makers in a previously funded CIHR research project<sup>1</sup>, involves an interactive, user-friendly approach that will be categorized into three groups, with the intervention becoming progressively more intense and interactive in the second and third groups. The study focuses on evidence relevant to policies and programs pertaining to physical activity and healthy body weight promotion among children.
  - An implicit secondary objective is to continue providing access to a national database of systematic reviews evaluating interventions related to public health and health promotion activities, to all public health, health promotion and population health decision makers in Canada.
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### Progress:

- Data from 54 individual interviews and 9 focus groups with decision makers across Canada has provided support for the development of an online resource and knowledge translation strategy for systematic reviews evaluating the effectiveness of public health and health promotion interventions.
  - Project staff consulted with a marketing and web design company to provide access to the Registry of reviews online. A demonstration of the Registry, developed with support from the CIHR Institute for Population and Public Health, was available at [www.health-evidence.ca](http://www.health-evidence.ca) prior to the launch of the fully functioning site.
  - Public health and health promotion decision makers at the local, regional and federal levels were identified during the winter of 2001 and were entered into a specialized database. This list was used to generate the sampling frame for the current study and it was updated in September 2004.
  - Data collection tools have been finalized and pilot tested. Baseline data collection was completed in September 2004.
  - Implementation of the knowledge brokering strategy commenced in January 2005.
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#### Footnote:

1. Dobbins, M., DeCorby, K., Cameron, R., Green, L.W., Mercer, S., Rootman, I. (2002). Development and Evaluation of Dissemination Strategies. Unpublished manuscript.